

## Join us for a *Summer of Safety*

*Summer of Safety* is an outreach and a social media campaign to support increased statewide seat belt and impaired driving enforcement throughout the summer of 2015.



We encourage you to join the Michigan Office of Highway Safety Planning (OHSP) in this worthwhile effort. There is a lot at stake.

In 2009, Michigan led the nation in seat belt use with 98 percent of all motorists wearing their seat belts. Since that record-setting year, the rate has dipped to 93 percent and the adjudication of seat belt citations by the courts has dropped by more than 40 percent.

It's important to raise the seat belt compliance rate. If Michigan had maintained a 98 percent belt use rate since 2009, an additional 115 lives could have been saved and 1,113 serious injuries could have been prevented.

How can you help? There are several ways to assist:

- Make seat belt and impaired driving enforcement a priority.
- Reach out to local media with messages about the importance of buckling up.
- Distribute posters and flyers and hang banners in your community.
- Use traffic stops to help educate and build goodwill with the public.
- Follow us on Twitter (@MIOHSP) and like us on Facebook ([www.facebook.com/miohsp](http://www.facebook.com/miohsp)). Repost and retweet OHSP *Summer of Safety* content.
- Use the hashtag #misummerofsafety when creating summer safety-themed posts for your community.

A variety of materials will be available to support the *Summer of Safety* and will include:

- Banners (4' x 8')/(2' x 4')\*
- Seat belt posters (11" x 17")\*
- Placemats\*
- Stickers
- Flyers with general traffic safety tips (OHSP staff will have these available at Traffic Safety Committee meetings and Action Team meetings.)

\*To request a banner, posters, and/or placemats, email Cindy Stoneham [stonehamc@michigan.gov](mailto:stonehamc@michigan.gov). Please specify the materials you are requesting, the quantity, and the shipping address. Please allow two weeks for delivery.

In addition, sample radio scripts, fact sheets, and sample social media posts will be available for download at our website [Michigan.gov/ohsp](http://Michigan.gov/ohsp).

By working together, we can make sure this summer is a season of safety for everyone in Michigan.